

Clarke County Economic Development Advisory Committee
May 17, 2017 Minutes

A meeting of the Economic Development Advisory Committee (EDAC) held in the Berryville/Clarke County Government Center, Berryville, Virginia, on Wednesday, May 17, 2017, at 1:00 PM.

Board: Jim Barb, Christina Kraybill, Eric Meyer, John Milleson, Elizabeth "Betsy" Pritchard

Absent: Bryan Conrad, Christy Dunkle, David Weiss

Staff: Lora B. Walburn

1. Call to Order

At 1:00 pm, John Milleson called the meeting to order.

2. Adoption of Agenda

Add to New Business: EDA and IDA Exchange of Information

Dr. Meyer, seconded by Jim Barb, moved to adopt the agenda as amended. The motion carried by the following vote:

Jim Barb	-	Aye
Bryan Conrad	-	Absent
Christy Dunkle	-	Absent
Christina Kraybill	-	Aye
John Milleson	-	Aye
Eric Myer	-	Aye
Elizabeth "Betsy" Pritchard	-	Absent
David Weiss	-	Absent

3. Approval of Minutes

Christina Kraybill, seconded by Jim Barb, moved to approve the April 19, 2017, minutes as presented. The motion carried as follows:

Jim Barb	-	Aye
Bryan Conrad	-	Absent
Christy Dunkle	-	Absent

Christina Kraybill	-	Aye
John Milleson	-	Aye
Eric Myer	-	Aye
Elizabeth "Betsy" Pritchard	-	Absent
David Weiss	-	Absent

4. Economic Development and Tourism Update

Highlights of update by Len Capelli, Clarke County Economic Development Director, include:

- Attended agri-tourism conference in Richmond followed by a Go-Virginia Initiative event.
- Go Virginia Initiative very frustrating and a confusing environment.
- Facility Construction:
 - Could build on land by the business park.
 - Explore public private partnership
 - Facility could include offices, warehouse space, and rooms for use as a manufacturing incubator.
 - To address current regional labor shortages, consider using facility for training.
- Visited a farm-based brewery.
- Farm Tour:
 - Agri-tourism initiative
 - Well attended
 - May structure differently next year.
 - Each farm had items for sell.
- Hosted Virginia Department of Economic Development in conjunction with local jurisdictions over the past two days.
- Value-added farming:
 - Distributed survey
 - Met with LFCC this week.
- Spirit Trail: Do not have final approval.
 - Tourism Partnership: Joint marketing of region. Kicking off a major event at the regional airport next week.

At 1:20 pm, Betsy Pritchard joined the meeting.

5. Old Business

Equine / Livestock Survey Discussion

Highlights include:

- Questions: What is EDAC's mission? Is it being asked to endorse the survey?
- Len Capelli:
 - Does not endorse a survey and has never endorsed a survey.
 - Willing to work with people that are willing to do it.
 - Has offered to work with Dr. Myer and Equine Alliance on a survey.
 - He has never gotten anyone telling him what questions they want and what they are going to do with the answers.
 - The County hasn't changed that much in the ten to twelve years since the last survey.
 - He can see Equine Alliance's point that they want to come together and form a strong, leverage organization that can help promote more equine operations and improvements.
 - Market to have Clarke recognized as one of the top equine places in the state.
- Dr. Meyer:
 - Equine alliance does promote a survey.
 - Several studies available that provide good information but are not specific to the area.
 - Want to see what the activity level is in Clarke County, which he opined had changed since the 2004 survey.
 - Can re-evaluate when more member feedback is available.
 - Marketing leverage seems a good direction.
 - Could enlarge the scope of the survey to include all farm animals, which would also get greater participation.
- Betsy Pritchard:
 - Dynamic has changed in the County over the years.
 - Agree with the marketing approach.
 - What will the survey do? Is there some monetary gain? Is it just the facts? What does the Alliance hope to gain beside statistics? Would there be more funding?
- Jim Barb:
 - Equine Alliance needs to evaluate activity and create an inventory to establish a base to aid in determining what will be marketed.
 - Could check tax records how much has been invested in riding rinks and other equine businesses.

- Could check permits in the Building Department as to what may have been built over the last ten to fifteen years.
- John Milleson:
 - There are times caution is required for the results may not be as hoped.
 - The Board of Supervisors member did not appear enthusiastic about the proposed survey. Christina Kraybill concurred.

In conclusion, Chairman Milleson summarized:

- Economic Development Advisory Committee will not take action at this time.
- It will wait for Len Capelli to help with any marketing.
- It will wait for the Equine Alliance to get more information.

Real Estate Seminar Planning

Highlights of discussion include:

- Over the next few years, four to five thousand jobs will be added in Winchester not including those being added in Loudoun and Berkeley Counties.
- To prepare for this influx, the Board of Supervisors and the Planning Commission should review demographics.
- By consensus, the Committee agreed to develop a seminar to be presented to the Industrial Development Authority, Clarke County School Board, Berryville Town Council, Boyce Town Council, Clarke County Planning Commission, and the Clarke County Board of Supervisors.
- The Committee asked staff to research contact information for Housing Virginia.

Len Capelli Response to Statement in April 19, 2017, EDAC Minutes Equine Alliance Presentation by Chris Bates

Mr. Capelli stated that he wanted to go on the record and say that two statements that were purportedly made by him were not.

Lora Walburn noted that Mr. Capelli's April report reflected that he had written "and I will write a grant request to the Virginia Tourism Corporation." She opined that Mr. Bates might have misunderstood; and, Mr. Capelli, at the May 17 meeting, was clarifying that his intent was not to write a grant for a survey as believed by Mr. Bates.

Mr. Capelli responded that it was a marketing grant. He added that he had written a grant for the studio tour, The Gathering, The Barns, and offered to write one for equine marketing. He stated that it was always a Virginia Tourism marketing grant.

6. New Business

Industrial Development Authority and Economic Development Advisory Committee

Highlights of discussion include:

- Previously, the two public bodies had a cross-over member, David Juday, who now serves as the IDA Chair.
- In 1999 when the Economic Development Advisory Committee was established, it was tasked with review of a bi-annual financial report to review revenue to identify potential revenue shortfalls and make recommendations. Staff will research this report.
- Jim Barb provided historic information on reviews performed by the EDAC.
- Len Capelli commented:
 - Outside his presentation, there is very little discussion at the IDA meetings, which is why the content is similar.
 - The IDA issues bonds but is more reactive than proactive.
 - IDA is looking at changing its investments but the Treasurer has not attended the last two quarterly meetings.
 - It takes a long time to get things done there.
 - The IDA provides funding to the SBDC and Dale Maza, SBDC, gave a presentation at its April meeting.
- Christina Kraybill put forth that the EDAC was to be a proactive, visionary group; and the IDA is the reactive group.
- Lora Walburn provided the following:
 - Alton Echols requested information specific to the 2011 Industrial Development Authority of the Clarke County \$4,300,000 bond to Berryville United Methodist Housing, L.P., to finance the costs of acquiring, rehabilitating, equipping, and furnishing Mary Hardesty House, a multifamily rental residential facility consisting of 60 dwelling units for persons and families of low and moderate incomes.
 - Berryville – Clarke County Industrial Development Corporation stock has no value.
 - David Weiss is the BoS liaison to both the IDA and the EDAC.
- By consensus, the Board agreed to include IDA minutes in future packets.

7. Next Meeting

The next meeting is scheduled for Wednesday, June 21, 2017, 1:00 pm.

Approved 06/21/2017

8. Adjournment

Being no further business, at 1:49 pm, Chairman Milleson adjourned the meeting.

Minutes recorded and transcribed by Lora B. Walburn